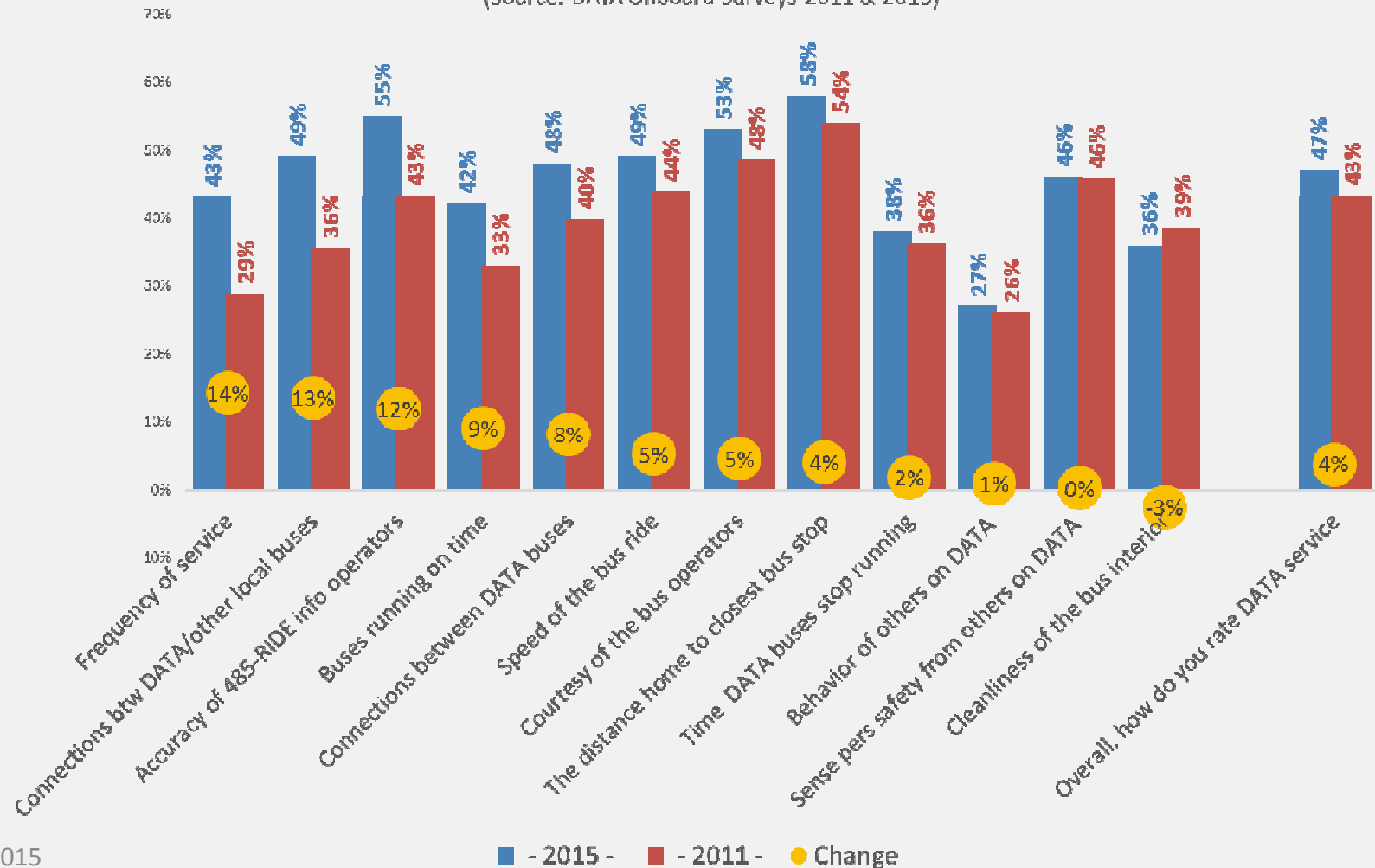


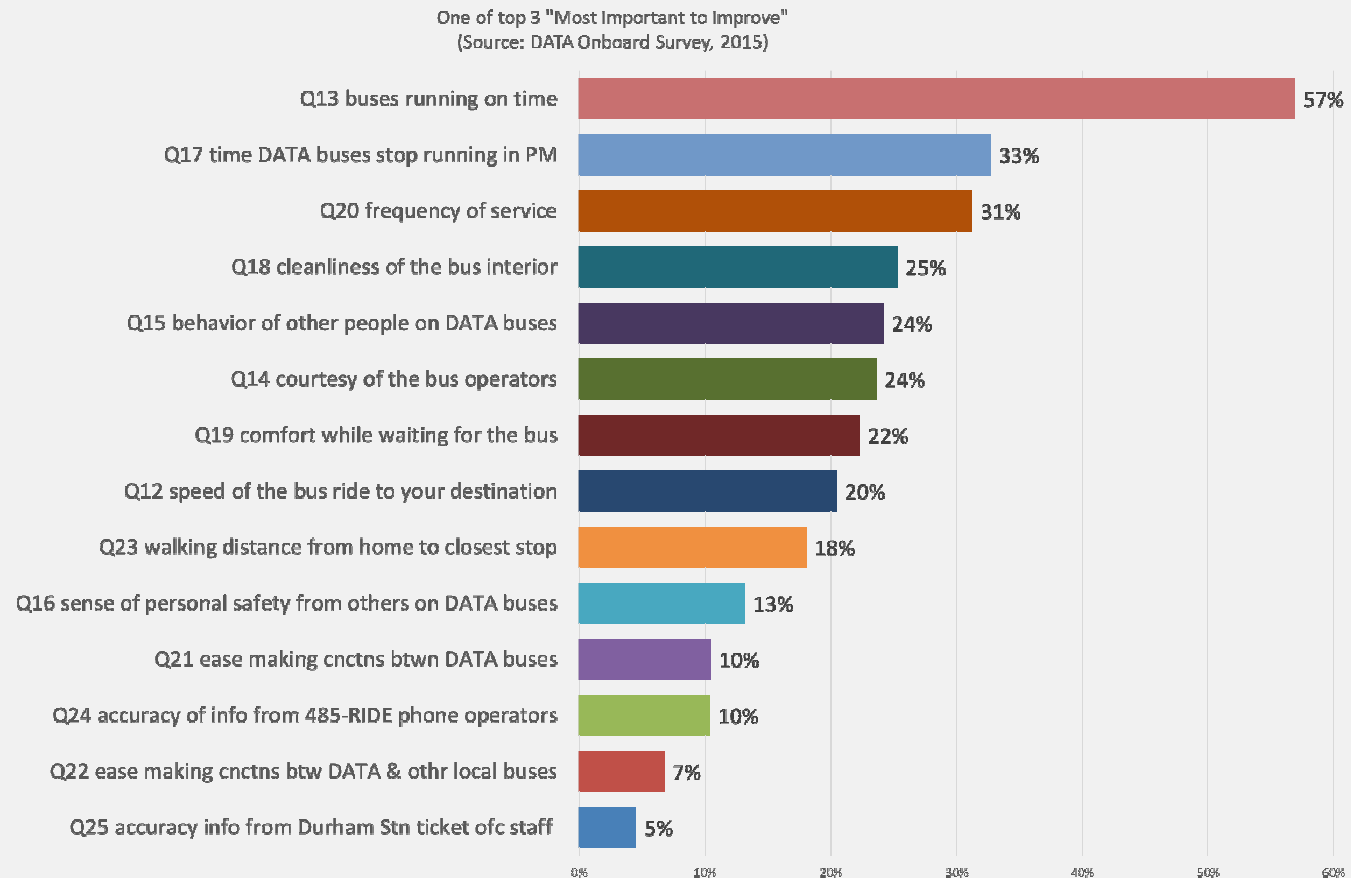


# Top Scores for Each Component of GoDurham Service

Change in service ratings as shown by change in top two scores (6 and 7 on 7 point scale)  
(Source: DATA Onboard Surveys 2011 & 2015)

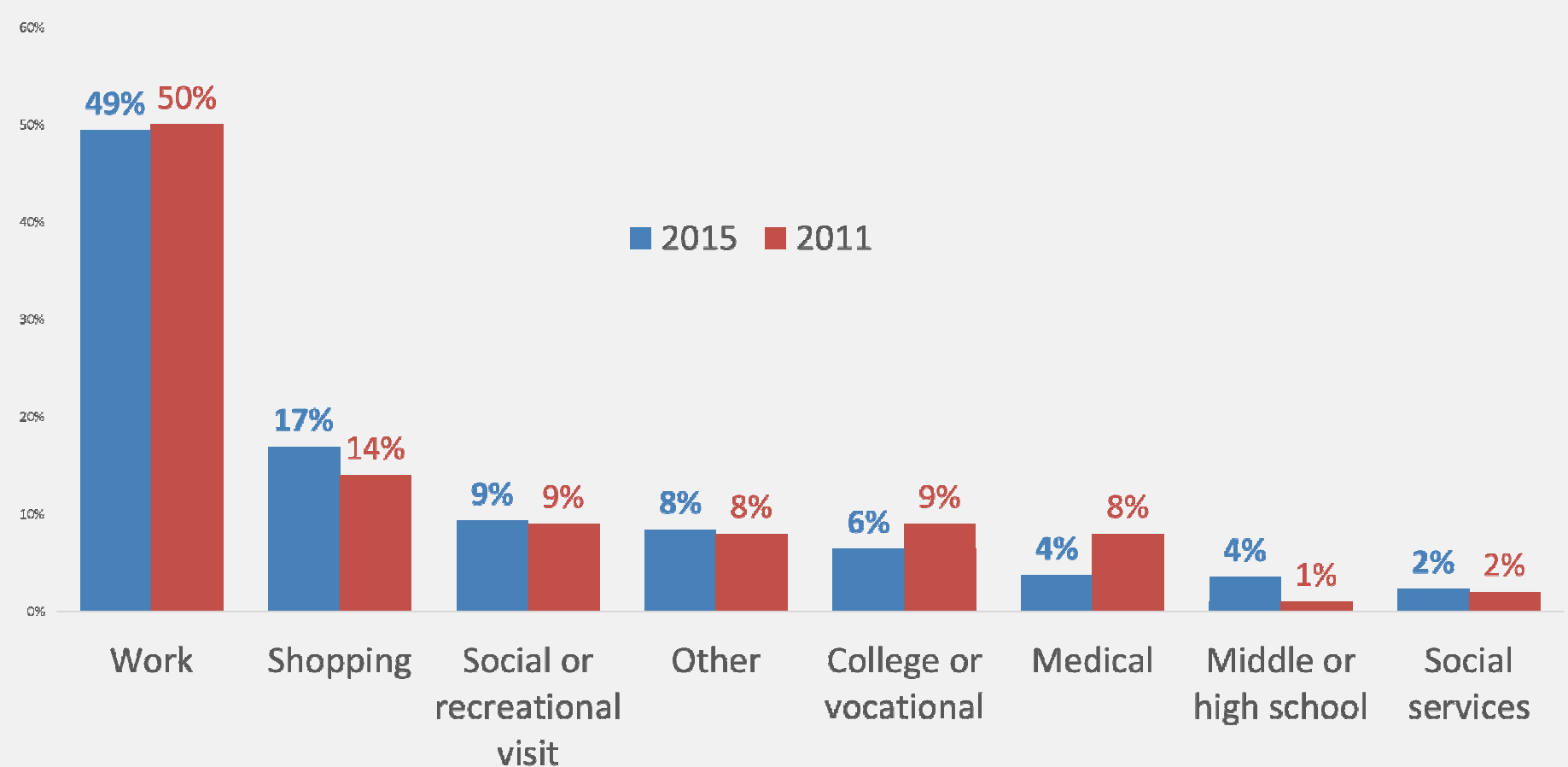


# Percent Naming Each Aspect of Service as One of The Top Three to Improve



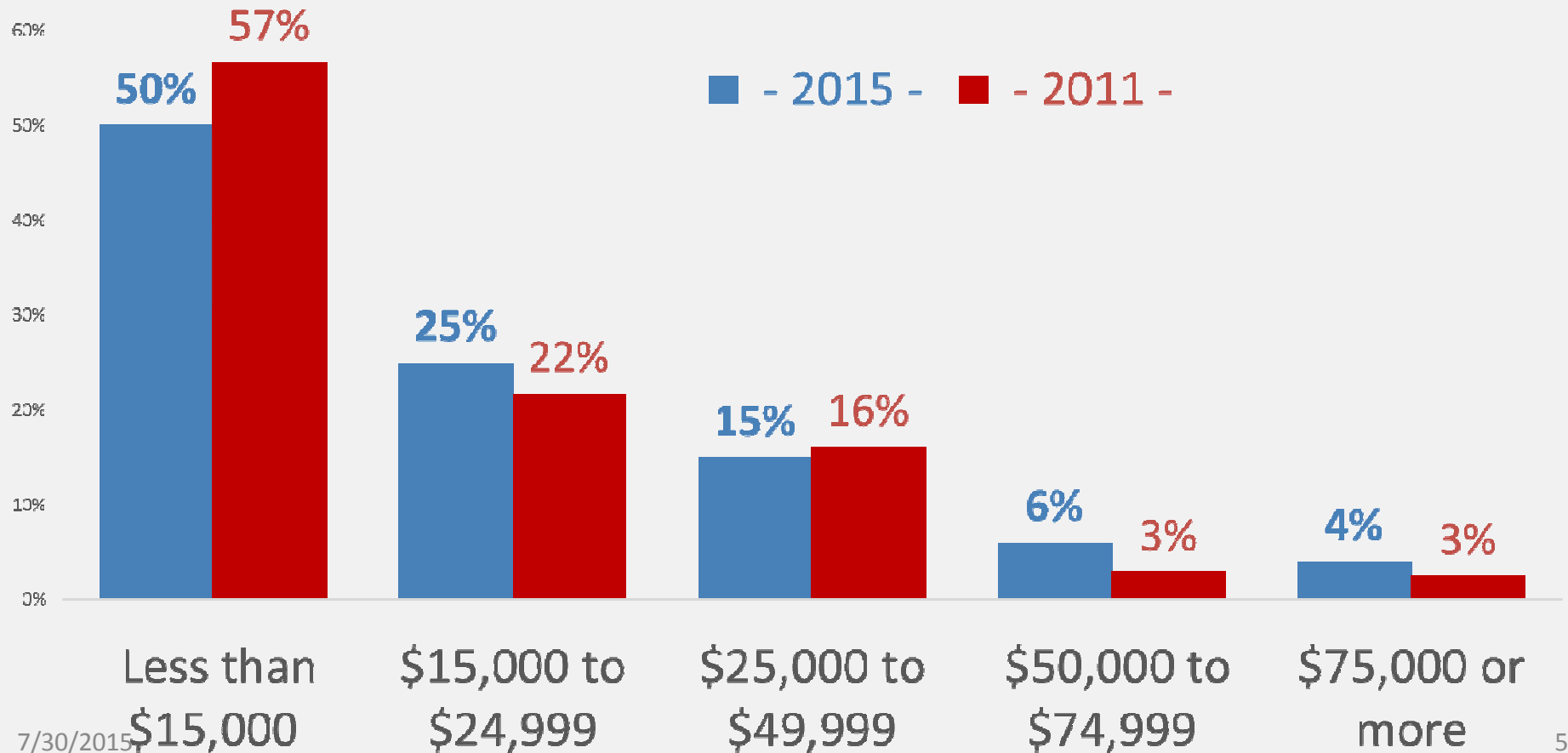
# Purpose of This Trip

Purpose of this trip  
(Source: DATA Onboard Surveys, 2011 and 2015)



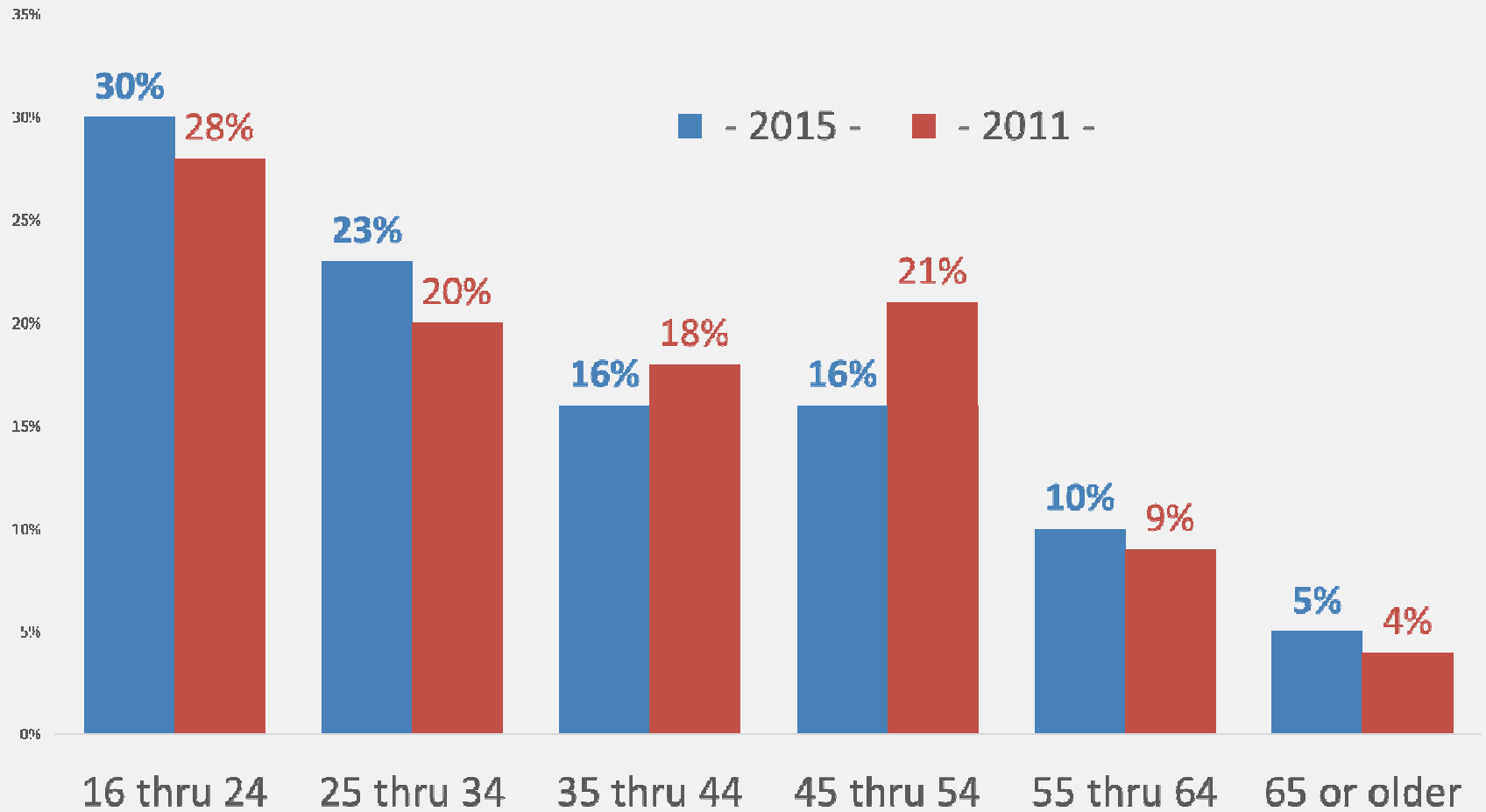
# Income

Q37 Household Income  
(Source: DATA Onboard Surveys, 2011 & 2015)



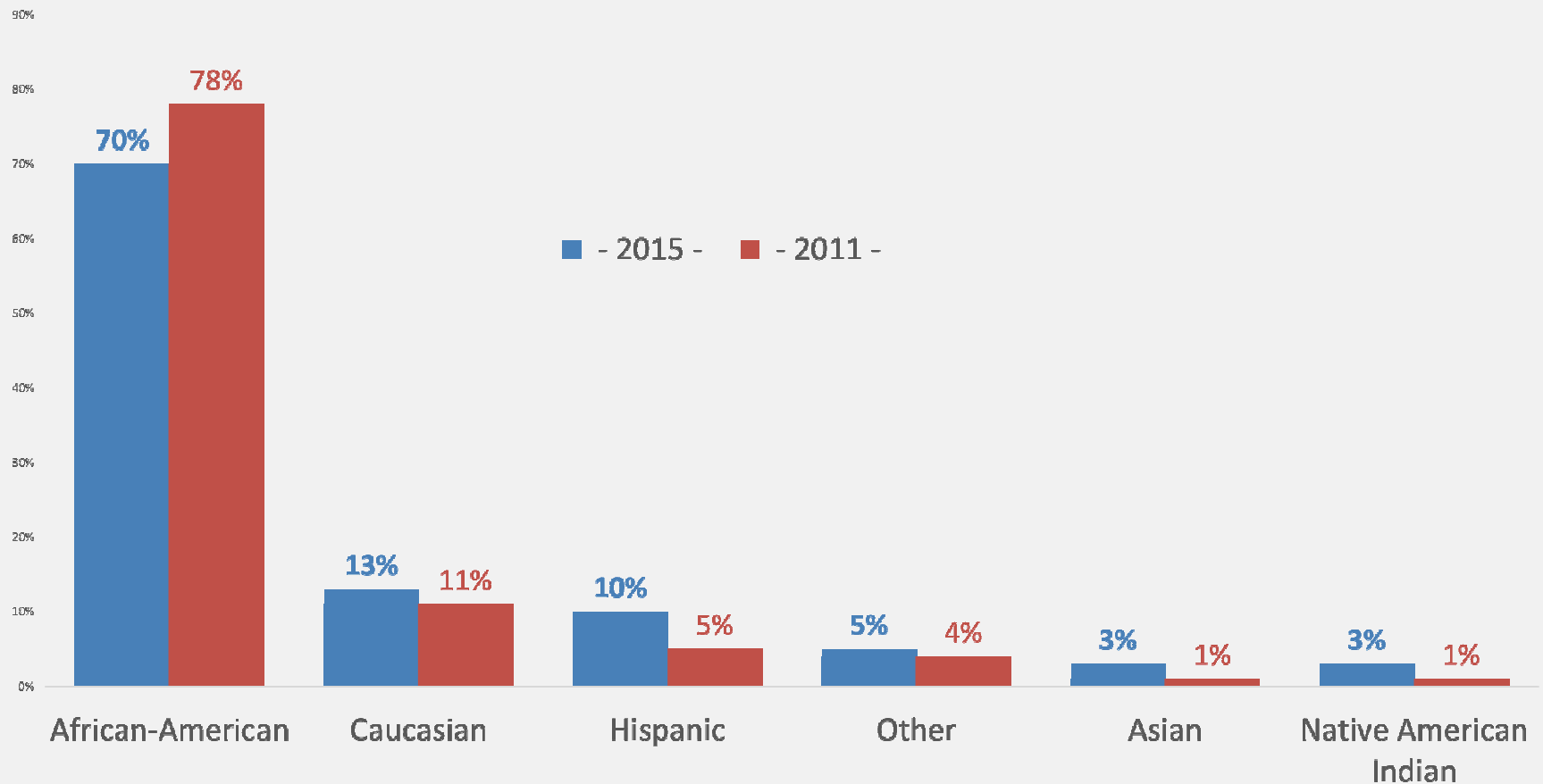
# Age

Q31 Age  
(Source: DATA Onboard Surveys, 2011 & 2015)



# Ethnicity

Ethnic/Cultural Self Identification  
Multiple responses encouraged  
(Source: DATA Onboard Surveys , 2011 & 2015)



# GoDurham Travel Characteristics

- More GoDurham riders travel seven days a week (56% in 2015 and 53% in 2011) than follow any other pattern.
- Like ridership of most transit systems, GoDurham's ridership has many riders who are relatively new to the system. In both 2011 and 2015, 23% of riders stated they had been using GoDurham for <1 year.

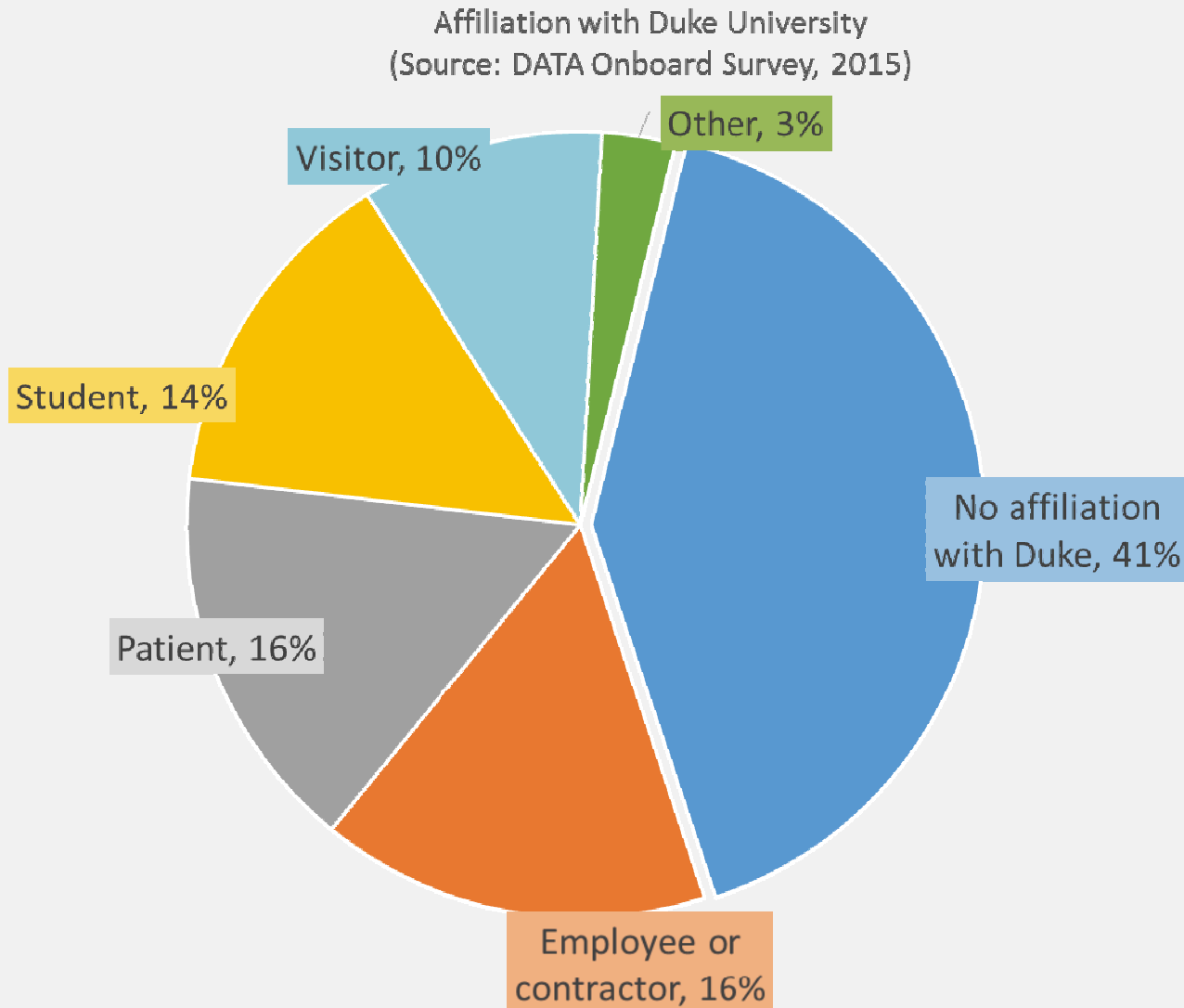


# Fare Media and Communication

- GoPass usage is up from 3% in 2011 to 13% in 2015.
- 91% have a cell phone, 73% use the internet on it.
- Mobile communication also appears to be building the use of 485-RIDE. It was the choice of 22% in 2011 and 35% in 2015.



# BCC Affiliation with Duke University

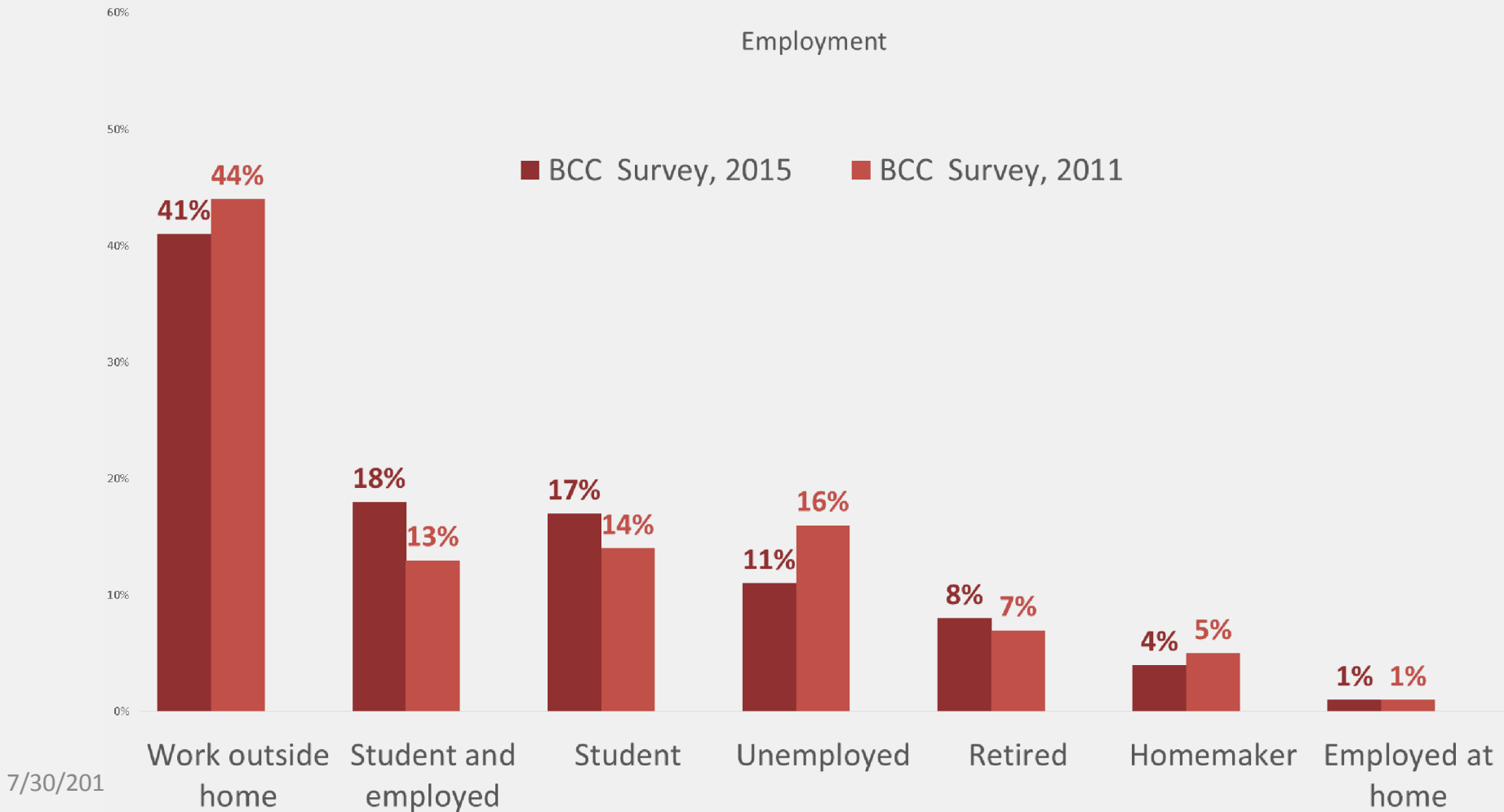


# Service Ratings of GoDurham & BCC

Comparison of Ratings of DATA and BCC  
(Mean scores)



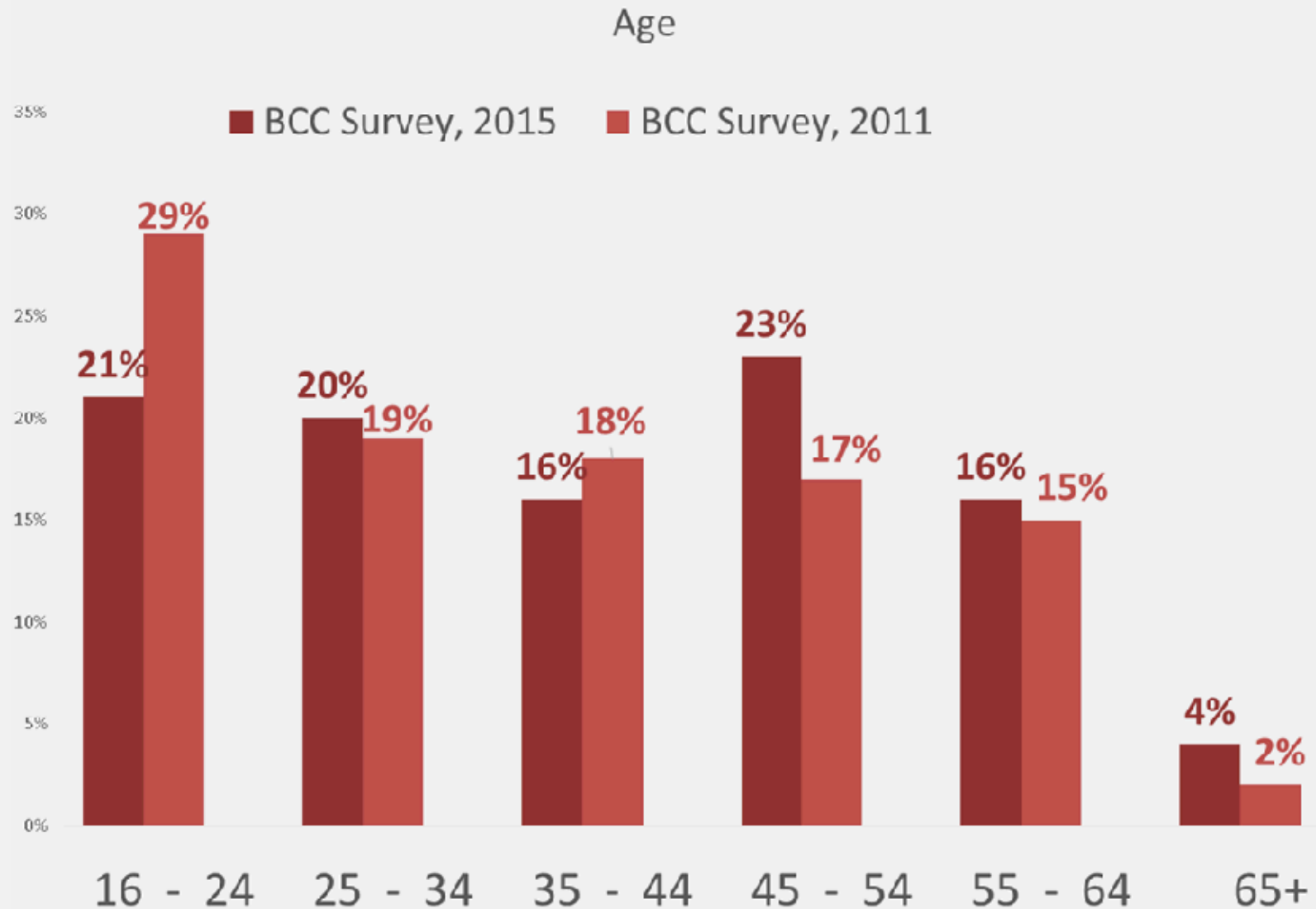
# BCC and GoDurham Riders' Employment



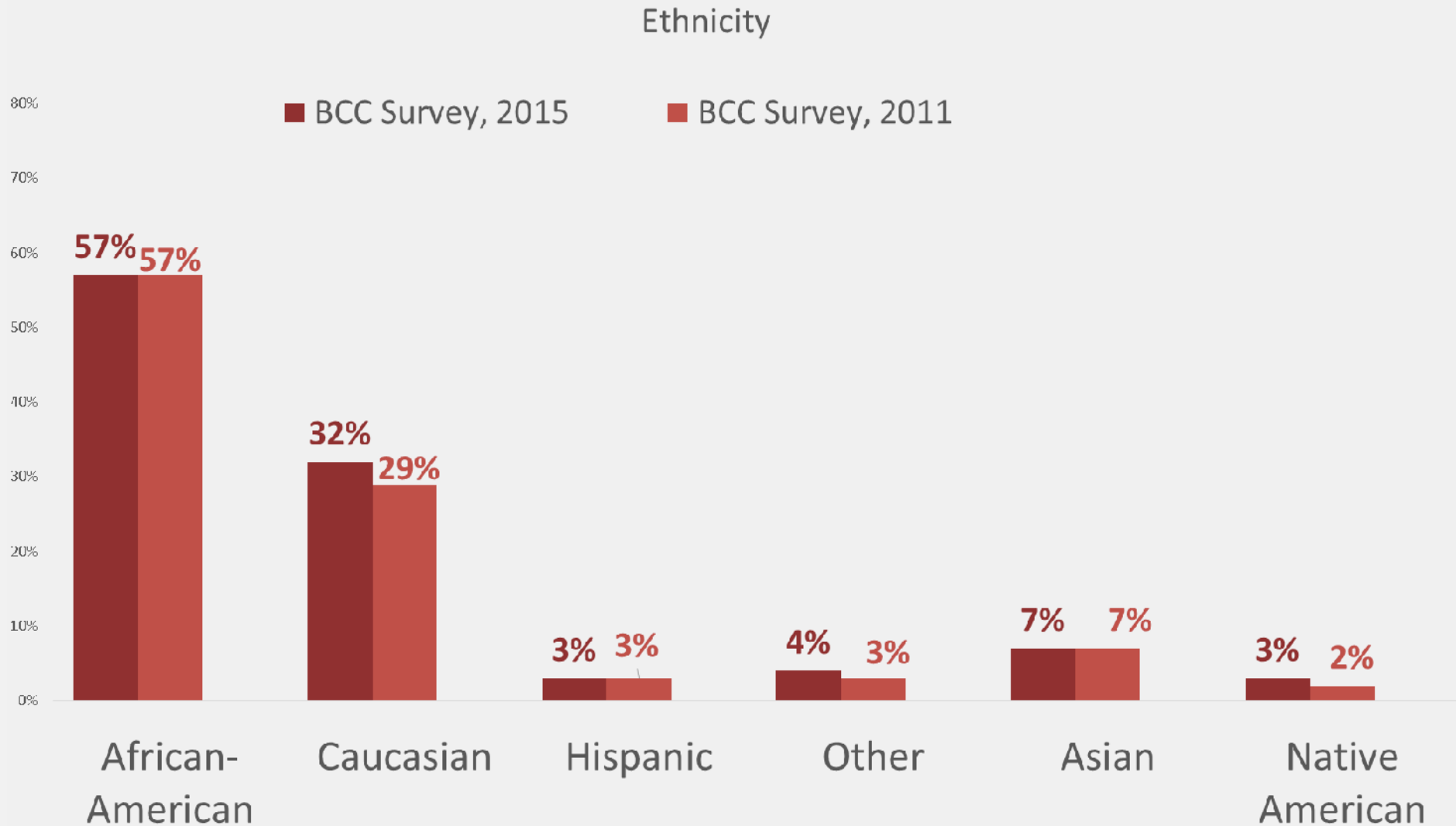
# BCC and GoDurham Riders' Income



# BCC and GoDurham Riders' Age



# BCC and GoDurham Riders' Ethnicity





# BCC Travel Characteristics

- 38% use BCC every day it is offered (56% for all GoDurham routes).
- 41% have been riding BCC for less than one year (23% for all GoDurham routes).

# Bull City Connector Fare Media and Communication

- 56% have internet access on cell phones (73% for all GoDurham routes).
- 29% of customers utilized 485-RIDE in 2015, up from 12% in 2011.
- TransLōc (app providing real time bus schedule information) is used by 24% of BCC customers compared to 17% of GoDurham customers for 2015 (not available during the 2011 survey).

# Questions?

- Dr. Hugh Clark, CJI Research Corporation  
[hughclark@cjiresearch.com](mailto:hughclark@cjiresearch.com)